

Rep Order#	6842554	Ver#	1	Status	New	Traffic Order#	08/16/2012 12:32 PM	1 of 4
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Last Received: 08/16/2012 10:54 AM

Showing Buylines: All Lines

Station	WAVY-TV NORFOLK, VA.
Advertiser	() RIGELL/NRCC
Product	SCOTT RIGELL/NRCC
Estimate#	3006
Buyer	Ben Angle
Phone#	
Fax#	

Agency () AMERICAN MEDIA & ADVOCACY GROUP	Rep Firm
815 SLATERS LANE	Sales Office () PHILADELPHIA
ALEXANDRIA, VA 22314	Salesperson () ANJIE BRADY
Agency C/P1/P2/E 167/269/3006	
Flight Dates 08/21/2012 - 08/27/2012	Salesperson Phone# 215-567-6005
Hiatus Weeks	Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---

CLIENT: RICELL FOR CONGRESS & NAT'L REP CONGRESSIONAL COMM SC=*

--- REMARKS ---

THIS IS A NEW POLITICAL ORDER
CONTRACT TOTAL IS \$14,100
PLS CONFIRM ASAP
THANKS ANJIE FOR ANCELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	TU	5A-6A	WAVY NEWS-5A	:30	\$500.00	08/21-08/21	1	1	1	\$500.00	
Rating: 5.1												
	2	W	5A-6A	WAVY NEWS-5A	:30	\$500.00	08/22-08/22	1	1	1	\$500.00	
Rating: 5.1												
	3	TH	5A-6A	WAVY NEWS-5A	:30	\$500.00	08/23-08/23	1	1	1	\$500.00	
Rating: 5.1												
	4	F	5A-6A	WAVY NEWS-5A	:30	\$500.00	08/24-08/24	1	1	1	\$500.00	
Rating: 5.1												
	5	M	5A-6A	WAVY NEWS-5A	:30	\$500.00	08/27-08/27	1	1	1	\$500.00	
Rating: 5.1												
	6	SA	6A-7A	WAVY NWS SAT6A	:30	\$300.00	08/25-08/25	1	1	1	\$300.00	
Rating: 3.1												
	7	SA	7A-8A	WAVY NWS SAT7A	:30	\$400.00	08/25-08/25	1	1	1	\$400.00	
Rating: 5.6												
	8	SU	6A-7A	WAVY NWS SUN6A	:30	\$300.00	08/26-08/26	1	1	1	\$300.00	
Rating: 3.7												

EC'd Yes Last Received: 08/16/2012 10:54 AM Showing Buylines: All Lines

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	26	M	730P-8P	INSIDER<	:30	\$450.00	08/27-08/27	1	1	1	\$450.00	
Rating: 3.7												
	27	SU	8P-11P	NFL PRE: CAR VS NYJ	:30	\$3,200.00	08/26-08/26	1	1	1	\$3,200.00	
Rating: 18.0												
	28	TU	1135P-1235A	TONITE SHW-NBC<	:30	\$350.00	08/21-08/21	1	1	1	\$350.00	
Rating: 1.7												
	29	W	1135P-1235A	TONITE SHW-NBC<	:30	\$350.00	08/22-08/22	1	1	1	\$350.00	
Rating: 1.7												
	30	TH	1135P-1235A	TONITE SHW-NBC<	:30	\$350.00	08/23-08/23	1	1	1	\$350.00	
Rating: 1.7												
	31	F	1135P-1235A	TONITE SHW-NBC<	:30	\$350.00	08/24-08/24	1	1	1	\$350.00	
Rating: 1.7												
	32	M	1135P-1235A	TONITE SHW-NBC<	:30	\$350.00	08/27-08/27	1	1	1	\$350.00	
Rating: 1.7												

---REPORT TOTALS---
Report Totals: 27 / \$14,100.00

---SALES MONTHLY TOTALS---

Aug 12: 24 / \$12,800.00 Sep 12: 3 / \$1,300.00
Sales Totals: 27 / \$14,100.00

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Station Totals: 27 / \$14,100.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$38,108	CATV 0%	WAVY 37%	WGNT 0%	WPXV 0%	WTKR 42%
		WTVZ 9%	WVBT 6%	WVEC 6%		

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books JUL11, EJUL12
Demos RA3564

--- CREDIT RISK ---

CASH IN ADVANCE